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The Birthday Book

Boston 200

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Boston 200 is the city's official program for celebrating the Bicentennial of the American Revolution. For further information on Boston 200 Bicentennial activities, call 338-1775.

Kevin H. White, Mayor
Katharine D. Kane, Director

Celebrate the Bicentennial

You can join the Bicentennial Celebration and make a lasting impression on your street, neighborhood, community, and city of Boston

with a Birthday Gift

trees
benches
flowers
window boxes
bicycle racks
planters
fire hydrant sprays
trash cans
playground equipment
. . . and many more

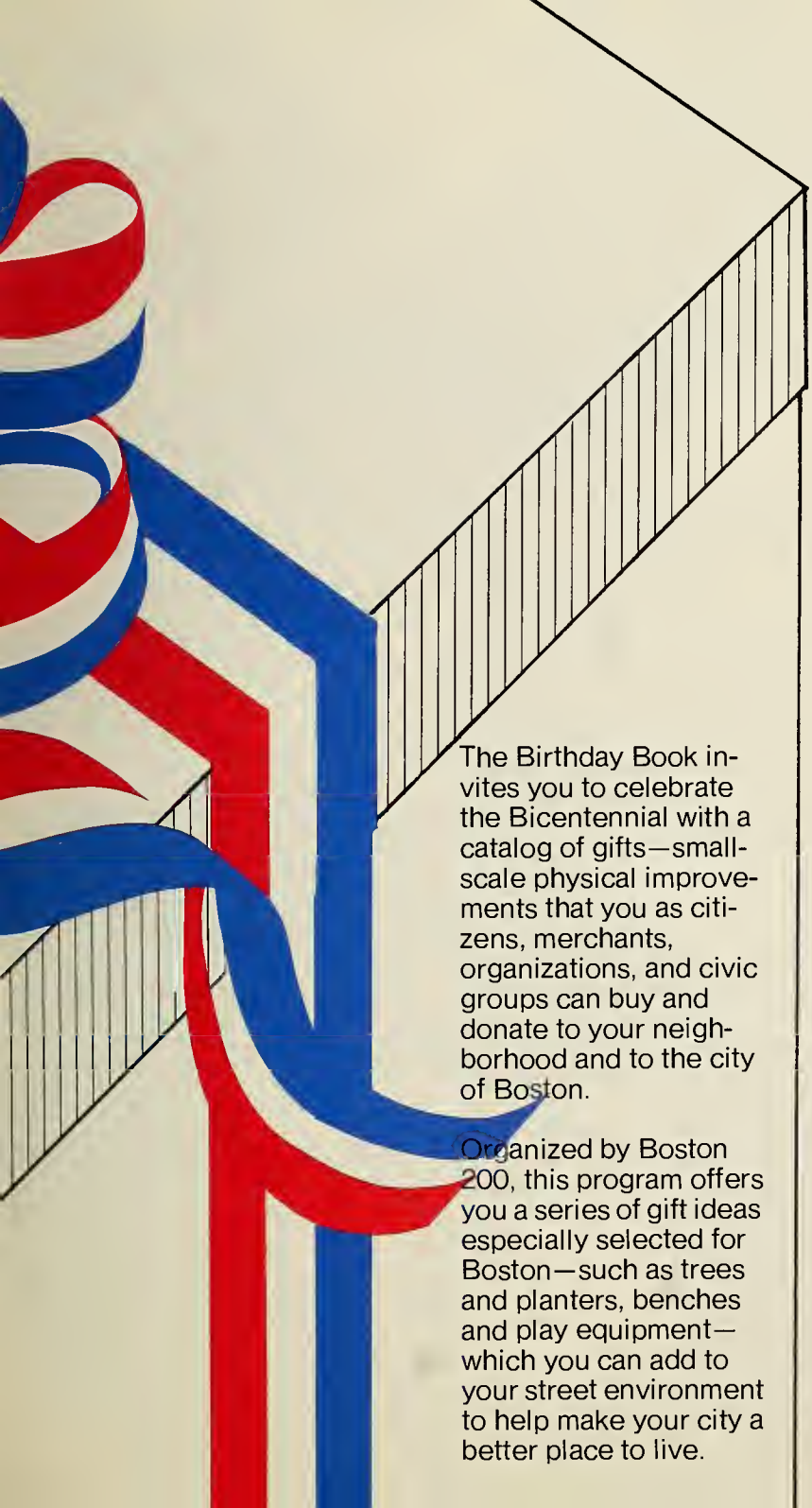
for Boston

and your block
store front
neighborhood park
community center
office plaza

through

The Birthday Book

Take a look at the Birthday Book.
Decide what you want.
Then call us—
Boston 200—at 388-1775.
Ask for
the Birthday Book Coordinator
for answers to questions,
advice, or more information.



The Program

The Birthday Book invites you to celebrate the Bicentennial with a catalog of gifts—small-scale physical improvements that you as citizens, merchants, organizations, and civic groups can buy and donate to your neighborhood and to the city of Boston.

Organized by Boston 200, this program offers you a series of gift ideas especially selected for Boston—such as trees and planters, benches and play equipment—which you can add to your street environment to help make your city a better place to live.

We at Boston 200 have worked out all the details with the appropriate city agencies to coordinate the Birthday Book Program and other city-wide physical improvement programs. We'll make sure your gift is put in place without long delays. We will work with you each step of the way and take responsibility for preclearing sites, permit applications, ordering and installing your items, and providing you with the best advice on maintaining your gift.

We've assembled a wide range of items to suit all tastes and all pocketbooks. You can choose what you want to give—and what you can afford. All gifts are tax deductible; and there's no sales tax!

Everyone can participate: individuals, groups, local merchants and large corporations.

It's simple—everything you need to know is here in our Birthday Book. It contains a catalog that explains each item, a workbook section with ideas on selecting the best gift for your needs, DollarsIdeas for raising funds for your project, a practice Grid for designing your own site, and a Game Board that outlines the whole process for you.

The Birthday Book program allows you and your neighbors to work together to upgrade your community and your city. Even though each gift may not be large, added together they will reinforce Boston's quality as a liveable city. The Birthday Gifts will have an effect now, during the Bicentennial; but also, the fruits of the program will live on and grow, and have an enduring effect on your Boston—and your children's Boston—for years to come.

Game Board

Begin

Read the Birthday Book Advance to Page 6

Browse through the Catalog of Pieces and see what's available. See how the elements may be combined to create street spaces in the "Pieces Together" section.

2

Design Your Site

Beginning to get some ideas? Advance to "Try Your Own" Grid (p. 21). "Putting the Pieces Together" provides sizes and dimensions for birthday gift possibilities.

Advance to Your Street

Take a look around at your sidewalk, your street, your neighborhood. Using "Pieces Together," consider the uses, the style, the scale.

Who uses your street? How? When? Can people do the things they want to do there? Can you? . . . What could make it more pleasant, better, quieter, cleaner, clearer, safer, nicer?

3

Talk to Your Neighbors

Civic group, church group, local merchants. Pass around some copies of the Birthday Book (you can order more, for free, with the coupon on the back cover of this book). What do **they** think about their street? their needs? your ideas?

4

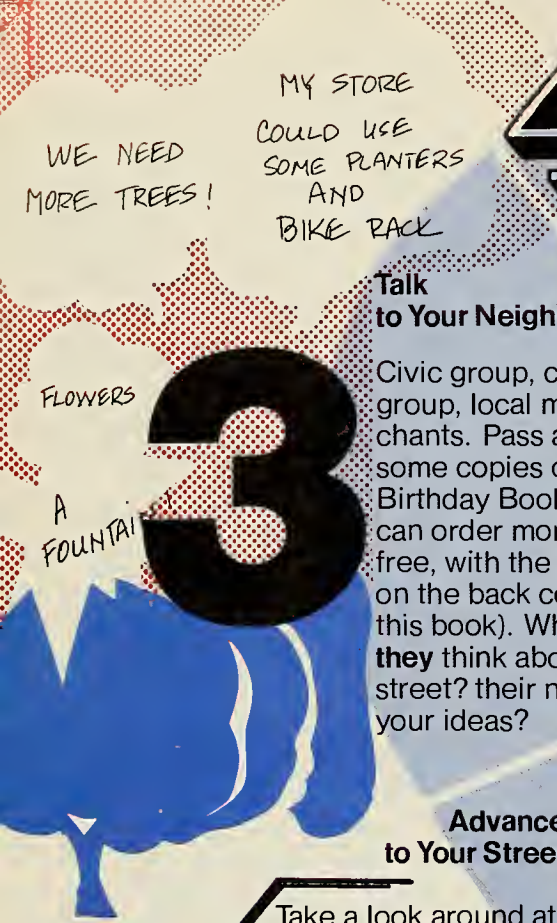
Select Your Site

Decide the best location for a gift. You may place it on public or private land, as long as it's open to the public.

5

Pool Your Thoughts and Your Money

Have a potluck dinner, or a bake sale. Work through your merchants association, garden club or church group. (More suggestions? See Dollars-Ideas, p. 20.) People like to help—especially when it helps everyone.



Proceed to Boston 200. Come see us. Look over our selection of equipment. We've searched out the best buy for your money—and can offer several different varieties and several price ranges too.

8 Your Site Has Problems Return to Boston 200

The Birthday Book and the Coordinator at Boston 200 can help you with your particular problems—and your community's needs. We can find alternative designs or special equipment to fit your exact requirements.

9 Site Review: Boston 200 Visits Your Site

Once you've decided on your site, the Boston 200 Coordinator will come out and review it with you, make additional recommendations, and help solve any problems that may arise.

Collect Double Your Money

Boston 200 has matched your gift and doubled your money —Pay your dollars and Advance to Go!

10 Select Your Gift

Coordination

Holes are dug, foundations poured, drainage corrected, piping readied—whatever is needed, we arrange it.

13 Your Gift Is Ordered

Boston 200 will handle all the details.

14 The Site Is Prepared

Boston 200 coordinates with appropriate city agencies and arranges permits, licenses, whatever is required.

Congratulations! You are awarded a Bicentennial Citizen Certificate!

How would a maple look in front of your house, a crabapple outside your store, or an oak in your neighborhood square? Help the urban reforestation of Boston with one tree or a row of trees. Organize your community group or company to plant a mini-forest in your town center or church yard—or expand an existing park. How about "greening" a neighborhood that doesn't yet have trees—or can't afford them? Give a tree to someone you love, to celebrate a birthday, or an anniversary.

Trees provide oxygen and help clean the air. They provide visual relief, cool shade, and winter wind protection—as well as beauty for your neighborhood.

Trees

Commemorate the noble tree with Boston 200 and the Boston Parks and Recreation Department **Liberty Plantree Program.** We can plant a tree for you almost anywhere, on private or public land, on the sidewalk, in parks, or in your own yard. Or you can have your own Liberty Tree on the Historic Boston Common; where the Patriots actually walked.

Boston Parks and Recreation **Liberty Plantree Program** commemorates the original Liberty Tree, planted in 1646 near the Boston Common by the citizens of the Massachusetts Bay Colony. From 1765 on, it became a rallying place for the "Sons of Liberty"—the men who spearheaded the fight against British oppression. Realizing what the tree meant to the patriots, the British cut it down in 1775, when they occupied Boston. But the tree remained a symbol of liberty and of Boston's role as the birthplace of American Independence.

1. Decide where you would like to have a tree or shrub planted—and how many.
2. Call us and we'll give you detailed advice on varieties available, exact cost, and when your tree can be planted. It costs $125 to plant a two-inch diameter tree in a park and $165 to plant it on the sidewalk (if concrete has to be broken). For private yards, a smaller, less expensive tree may be used.
3. We'll survey the site and help you make the best choice.
4. Our contractor will dig holes and plant your tree or shrub.
5. Finally, we'll provide you a detailed fact sheet on the most appropriate procedures for maintaining your tree or shrub: when to prune, feed, water, etcetera.

and Shrubs

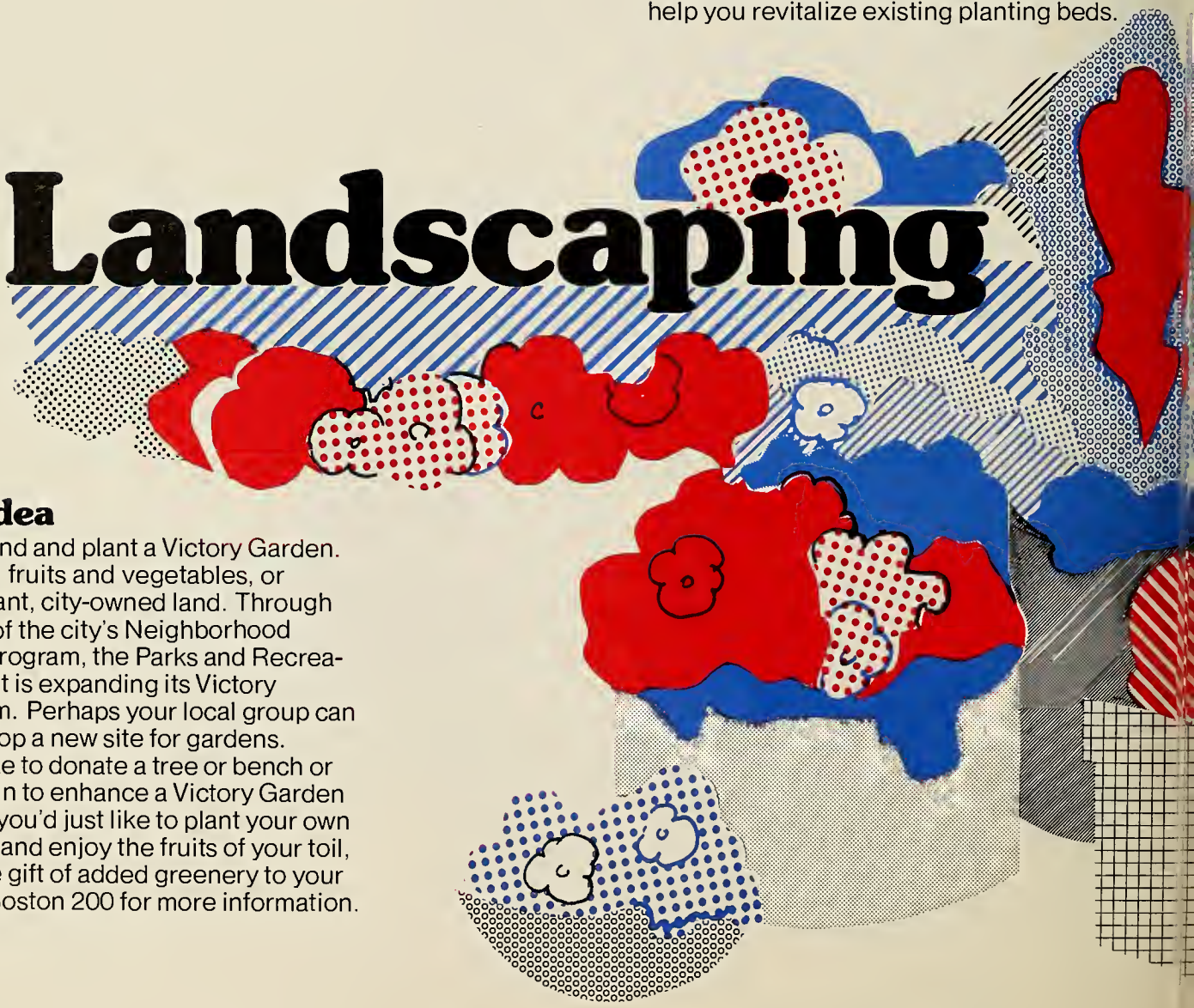
Another Idea

You can also help plant trees and shrubs in the Public Garden. Through the **Public Garden Fund** you can donate a share, which will join with others' to help plant a tree. And we'll send you a gift certificate to acknowledge your contribution. Give a tree in the name of a friend or relative . . . as a memorial . . . or to celebrate a special occasion.

You can landscape your plaza, sidewalk, or alley with a planter or a pot, or turn a vacant lot into a vest-pocket park. We can fill planters for you with ivy or chrysanthemums, dogwood or petunias—or fill a plant bed with all of them, and more.

You can raise beauty to new heights with hanging baskets on street lamps or building fronts. Or, for the "down-to-earth" gardener, we can help you revitalize existing planting beds.

Landscaping

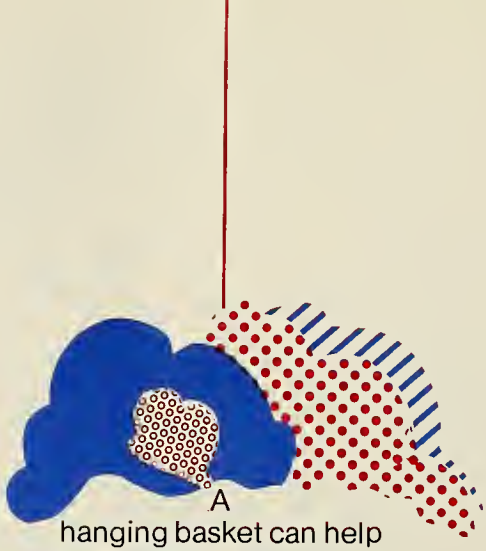


Another Idea

Return to the land and plant a Victory Garden. Raise your own fruits and vegetables, or flowers, on vacant, city-owned land. Through REVIVAL, part of the city's Neighborhood Improvement Program, the Parks and Recreation Department is expanding its Victory Garden program. Perhaps your local group can qualify to develop a new site for gardens. Maybe you'd like to donate a tree or bench or drinking fountain to enhance a Victory Garden site. Or maybe you'd just like to plant your own Victory Garden and enjoy the fruits of your toil, while giving the gift of added greenery to your city. Call us at Boston 200 for more information.

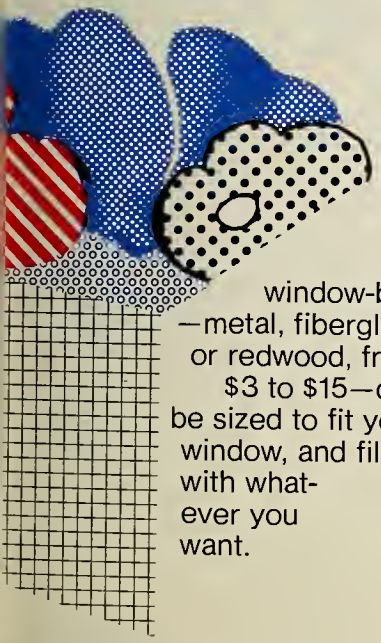
You can use planters for beauty, or to direct the flow of pedestrian traffic. Add a touch of living color to your street, or call attention to entrances, alleys or pedestrian crossings.

We can deliver and install a round redwood planter, 18 inches tall and 18 inches in diameter, filled with geraniums or marigolds, for $90. Or choose oak or concrete; various sizes, from $9 to $500. You can fill it yourself: we'll provide annuals, perennials, small flowering trees and shrubs, ground cover and evergreens, from 19¢ to $90.



A hanging basket can help celebrate the season —for $10 you can have marigolds in July or holly at Christmas.

and Planters



A window-box —metal, fiberglass or redwood, from $3 to $15—can be sized to fit your window, and filled with whatever you want.

Steps

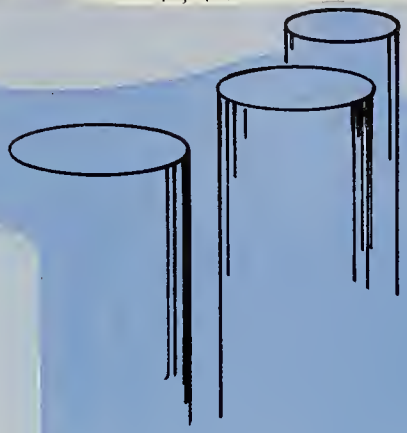
1. Come in and see us. We'll show you the full range of items we carry and a price to match any pocketbook.

2. We can get the exact size and material of planter you want—or order one especially sized to your needs. (Look over "Putting the Pieces Together" and think about your space requirements.)

3. We'll review your site and offer advice on the plants best suited to that location. And we'll provide you with a fact sheet on what you need to keep them growing.

4. For shrubs, flower beds, and ground planting, we'll prepare your site with proper drainage and bedding.

5. We'll order your gift and arrange to have your planters, plants, and flowers delivered and installed.



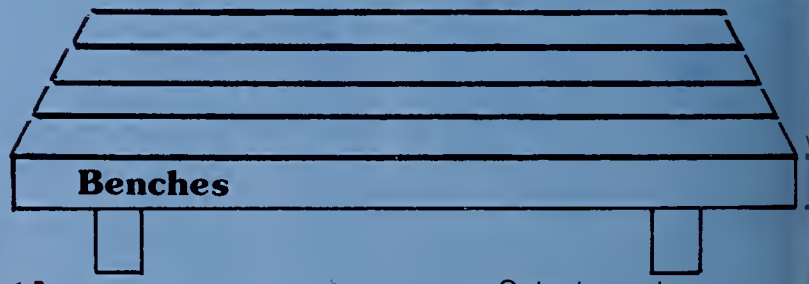
Bollards

Help show people where they should walk, and keep cars where they belong. Bollards are for sitting, leaning, resting (and for packages, too). They are directional devices for defining the sidewalk in front of your office or store, or announcing your neighborhood plaza. They can mark off cross-walks, or protect children in play areas. They come in different sizes and shapes, and can be painted different colors.

Our contractor can place them where they are most appropriate, and make them the exact height and size you need. Because these are made to order, the price will vary depending on number and size. Give us a call for details.

How many times have you thought about having a bench on your street—so you could sit in the shade, wait for a bus, rest your packages, enjoy a neighborly chat, or just watch the world go by? Put one on the sidewalk near your bus stop, in front of your store, or in the playground where you watch your kids.

We have backless benches to wait on, or ones with arm and back rests to relax on. Benches.that hook onto walls where sidewalks are narrow. Even benches that wrap around planters and have their own built-in shade. We've selected the best available: safe, durable, beautiful, weather-resistant, and approved by the City of Boston.



Benches

Select wood, concrete, cement or fiberglass. They range in price from $180 for a backless redwood bench to $600 for a four-sided bench, complete with plants in the middle (installation cost extra).

Street Furniture

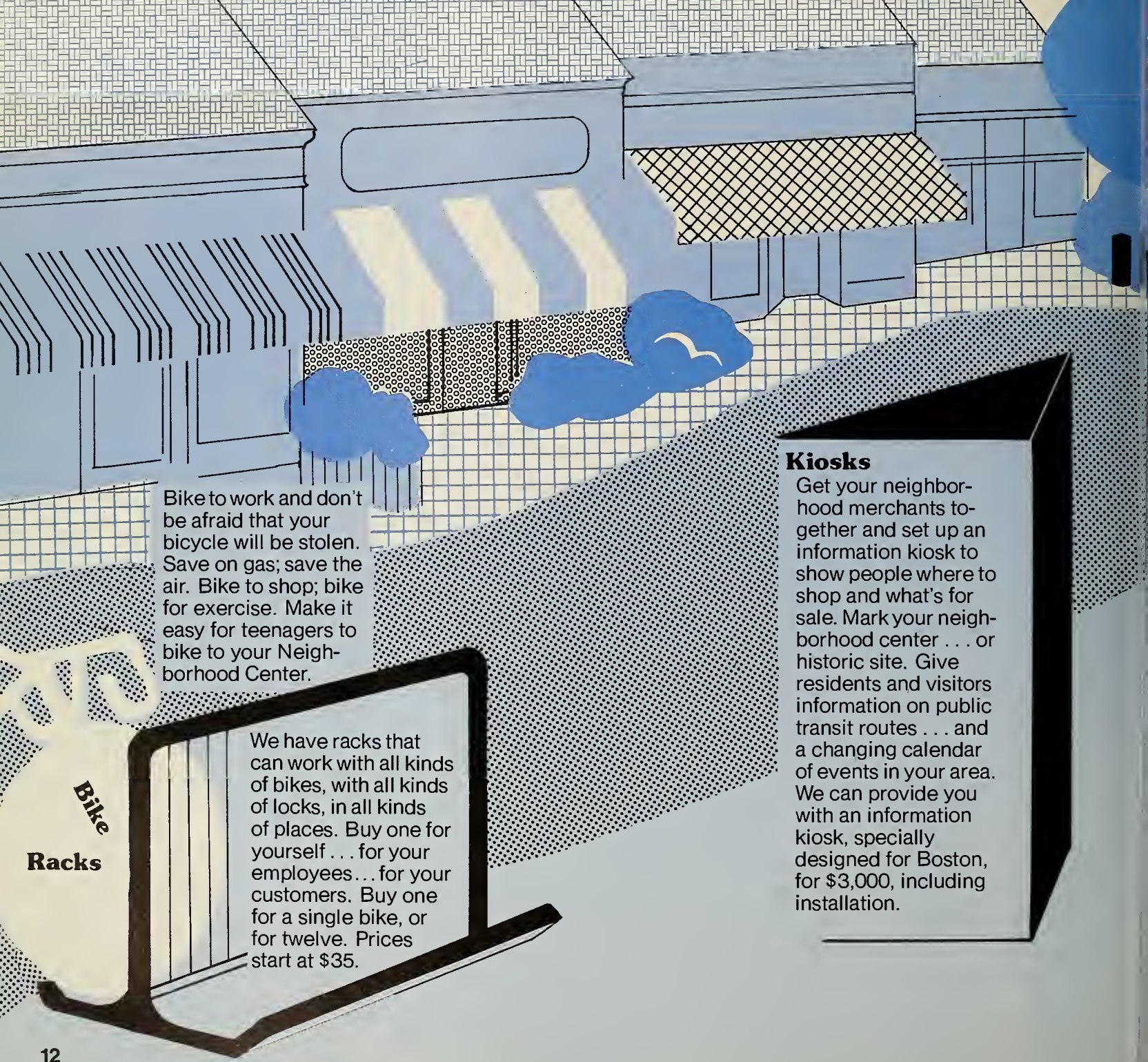
Water Fountain

We can add a fountain to your park, adjacent to your tennis courts or playground—or as one piece in your neighborhood mini-mall. We have adult-size, and kid-size fountains. Sturdy, secure. From $900, including installation.

Call us. We'll survey your site and give you an estimate; have it installed and hooked up to a water line. Our parks department will keep it running (and the kids will really thank you).

Fire Hydrant Sprays

Turn your street into a water wonderland. We can order a fire hydrant spray for your block—and it's **free** from the Public Works Department! Use it for a day, or for the whole summer. Call us for details on community sponsorship and operation. We can help you enjoy a long cool summer.

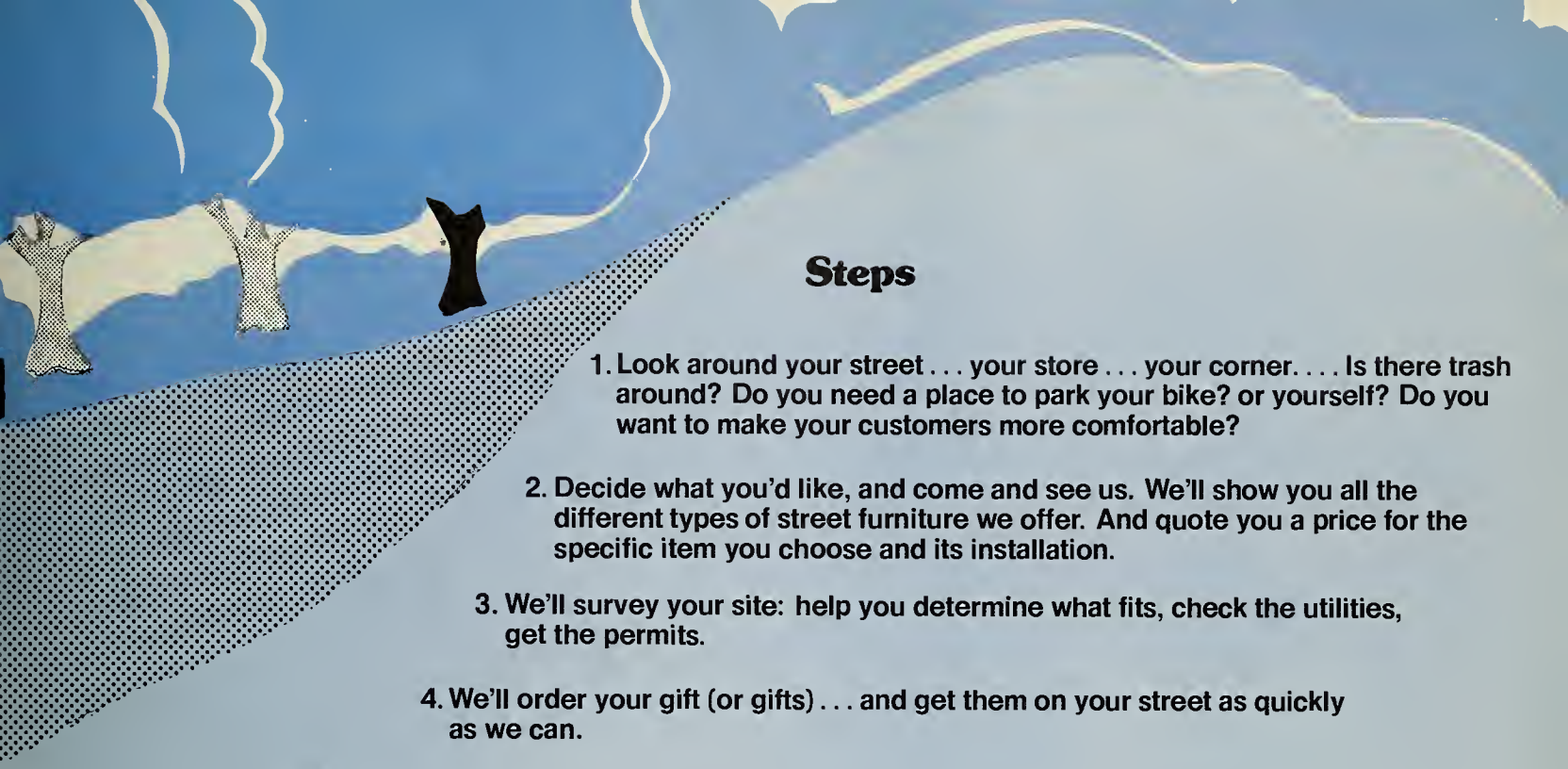


Bike to work and don't be afraid that your bicycle will be stolen. Save on gas; save the air. Bike to shop; bike for exercise. Make it easy for teenagers to bike to your Neighborhood Center.

We have racks that can work with all kinds of bikes, with all kinds of locks, in all kinds of places. Buy one for yourself . . . for your employees . . . for your customers. Buy one for a single bike, or for twelve. Prices start at $35.

Kiosks

Get your neighborhood merchants together and set up an information kiosk to show people where to shop and what's for sale. Mark your neighborhood center . . . or historic site. Give residents and visitors information on public transit routes . . . and a changing calendar of events in your area. We can provide you with an information kiosk, specially designed for Boston, for $3,000, including installation.



Steps

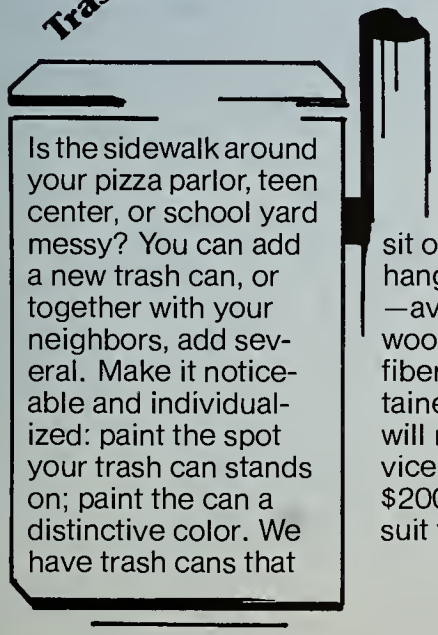
1. Look around your street . . . your store . . . your corner. . . . Is there trash around? Do you need a place to park your bike? or yourself? Do you want to make your customers more comfortable?

2. Decide what you'd like, and come and see us. We'll show you all the different types of street furniture we offer. And quote you a price for the specific item you choose and its installation.

3. We'll survey your site: help you determine what fits, check the utilities, get the permits.

4. We'll order your gift (or gifts) . . . and get them on your street as quickly as we can.

Trash Cans



Is the sidewalk around your pizza parlor, teen center, or school yard messy? You can add a new trash can, or together with your neighbors, add several. Make it noticeable and individualized: paint the spot your trash can stands on; paint the can a distinctive color. We have trash cans that sit on the ground, or hang from a lamp post —available in metal, wood, concrete or fiberglass. Trash containers that the city will maintain and service, from $26.50 to $200. We have one to suit your need.

Be the first on your block . . . Start a trend!
Yours can be the first
Neighborhood
Birthday Party.

Maybe you remember playgrounds as having only swings and see-saws. But now there's a whole new range of equipment (that kids think is super): stepping timbers and clatter bridges, spring pads and helical slides, balance logs and climbing nets. We've combed the catalogs and found the best, most imaginative new ideas to offer you—equipment designed to encourage creative play, and to be beautiful additions to your neighborhood, too.

Perhaps you want to refurbish an old playground that's gotten run-down. Or maybe make an active new play space in a corner of your church parking lot, or in the back yard of your day-care center. We can help you do any of these. Get your neighbors or group together; organize a fund-raising campaign. Let the kids pitch in—they know best what will be fun. You can make your playground unique.

This equipment is made as components to be put together in many different combinations. Come design your own. The price for your playground will vary with what you choose—and we'll give you a complete list of pieces and prices when you come see us at Boston 200. We can offer:

Rope Climbs	$65
Tire Swings	$240
Spring Pads	$325
Log Rolls	$395
Stepping Timbers	$85 to $1,230
Play Planks	$585 to $1,635
Climbing Arches	$695 to $975
Complete Play Villages	$1,080 to $9,500

and many, many others. (Prices do not include shipping and installation.)

Play Equipment

Steps

After you've thought about a site and gotten your group together, come see us and look at what's available.

We'll show you how the pieces of equipment go together and how much space they require. We'll tell you how far apart different activities have to be, and what sort of ground conditions and site preparation they require for safe play.

You design exactly the playground you want—and can afford. We'll help.

We'll come out and help survey your site. We'll make the necessary arrangements with the Public Facilities Department and Parks Department, if required, and have your site prepared. We'll order the items and have a contractor install them just as you decided.

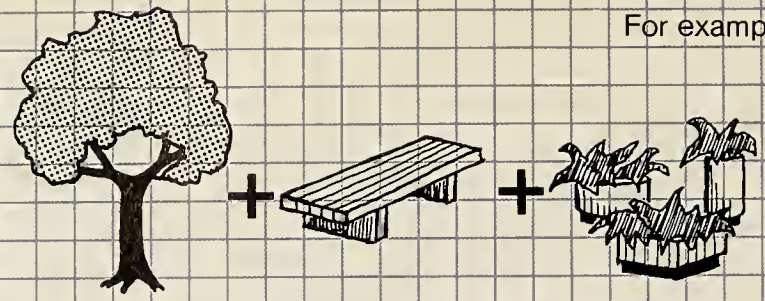
Then, you and your neighbors and your children can have all the fun.

We've looked at the individual pieces the Birthday Book has to offer. We've discussed materials, size, cost, and what a gift can do for your street.

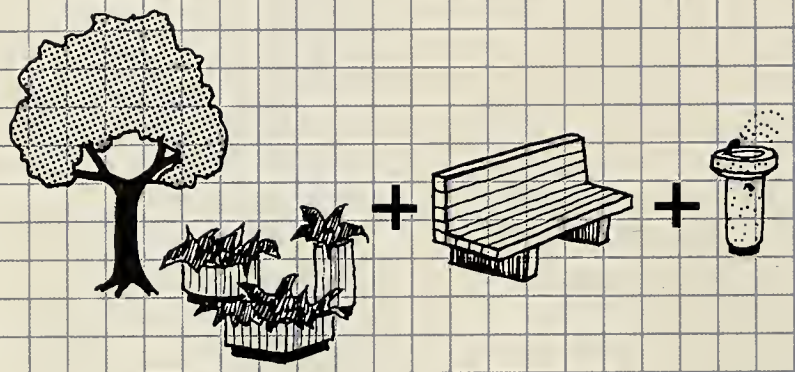
Putting The Pieces Together

Now let's see what might happen if you put more than one piece together—how you might be able to do something even better for your community. Different combinations of pieces, or even the same pieces put together in different ways, can create special kinds of places and encourage different kinds of activities on your street.

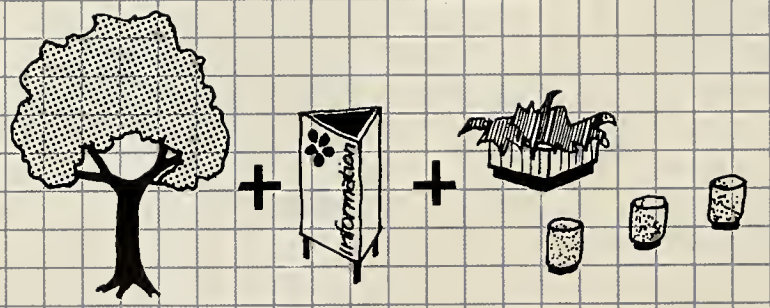
For example . . .



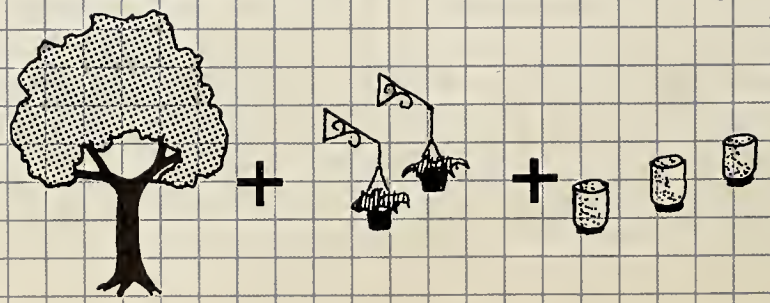
A bench, several planters and a tree can become a pleasant waiting area for a bus stop.



If you combine a bench (probably with a back for comfort), plantings, trees and a drinking fountain, you can make a mini-park or rest area for older community residents.



Put together a kiosk, a bench, some bollards and planters, and you have a Merchants' Information Place.



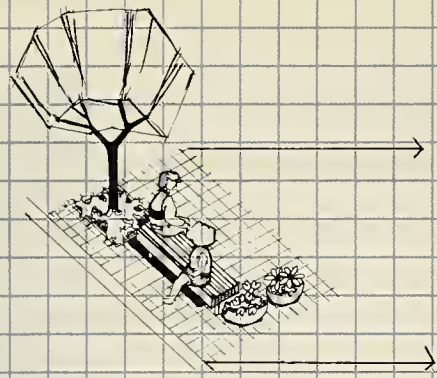
Attach some hanging baskets to the front of your community center; add some trees, a trash can, and some bollards to define the space—and you've turned a sidewalk entrance into a Gathering Place.

Of course, the sidewalk must be wide enough so the waiting area doesn't obstruct pedestrian traffic. And you'll want to locate the seating so that people will have a clear view of oncoming buses and of other people who might be approaching.

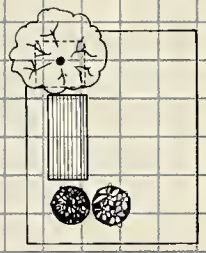
Set the rest area back from the main circulation path, and use the plantings to screen the bench from behind, while leaving a good view of the passing scene.

This might occur at a prime shopping intersection that is also a bus transfer point. These additions would emphasize that this is a key location—a community focus. It would be a center for finding out about places to shop and things to do and buy—and how to get to them.

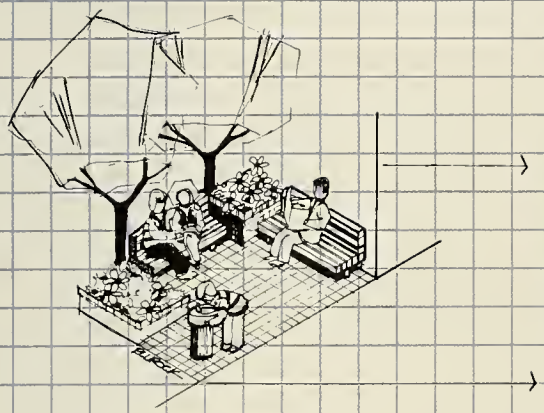
Without disrupting the flow of pedestrian traffic, you can make a more appealing place for things to happen—a center for the community.

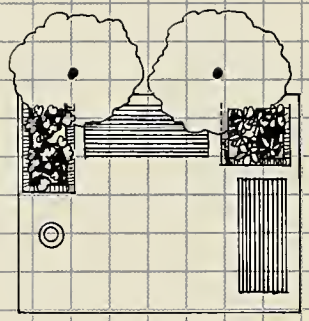


Site Plan

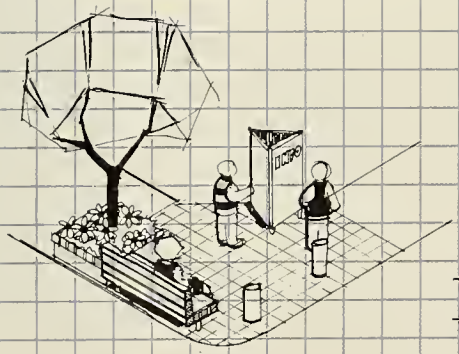


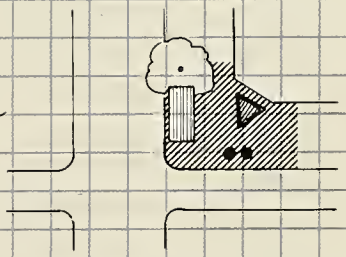
Waiting Area



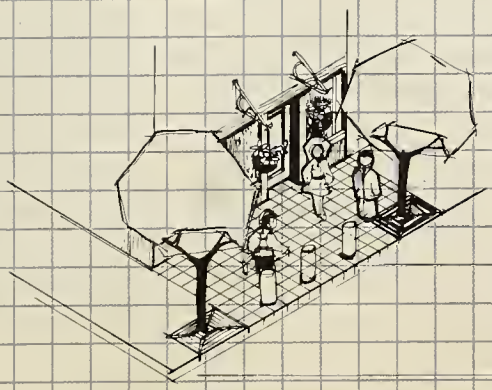


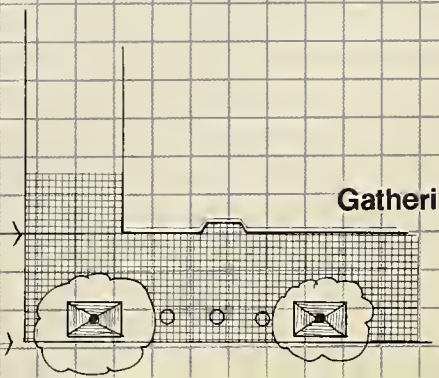
Rest Area





Information Place





Gathering Place

Your Birthday Gift is as much a present for you and your community as it is for the City of Boston. So the critical questions to answer in selecting your gift are: What would you, your neighbors, or your fellow shopkeepers, like? What does your street, and your neighborhood, need to make it better? Consider:

Who uses your street? Mothers? School children? Elderly people? Teenagers? Shoppers? Passers-by? Everyone?

How do they use it? Do they play there? Shop? Stroll? Observe the passing scene? Do they meet friends there?

When do they use it? In the daytime? After work? During shopping hours? At rush hour? During school? On weekends? In the Summertime?

What's Best For Your Street

Do these questions make you think of anything the users of your street might need? Think about the street furniture and plantings that exist there now—and what might be added. Think about what you'd like your gift to be and the type of place you'd like to make.

Fitting the Pieces in

Certain designs are more appropriate in one situation than in another. There are a number of key issues to consider in deciding whether a specific piece will fit in your neighborhood:

Scale refers to the "apparent" size of an element in relation to its environment. You should be careful in choosing the particular model of bench or planter or whatever you wish.

One piece might "feel" too big amid the small, intimate details of a North End streetfront, while another might be lost in a vast open plaza.

Scale

The form, materials and colors of the items you are considering should be compatible with other nearby elements, and with the forms, materials and colors of the surrounding environment.

For example, the crisp lines of a plastic trash can may seem out of place among the old wooden houses of Jamaica Plain, but may be beautiful in front of a new concrete-and-glass office building or a modern storefront.

Style

How the pieces are used and what kind of place they make will be affected by the activities and needs of the context in which they are placed.

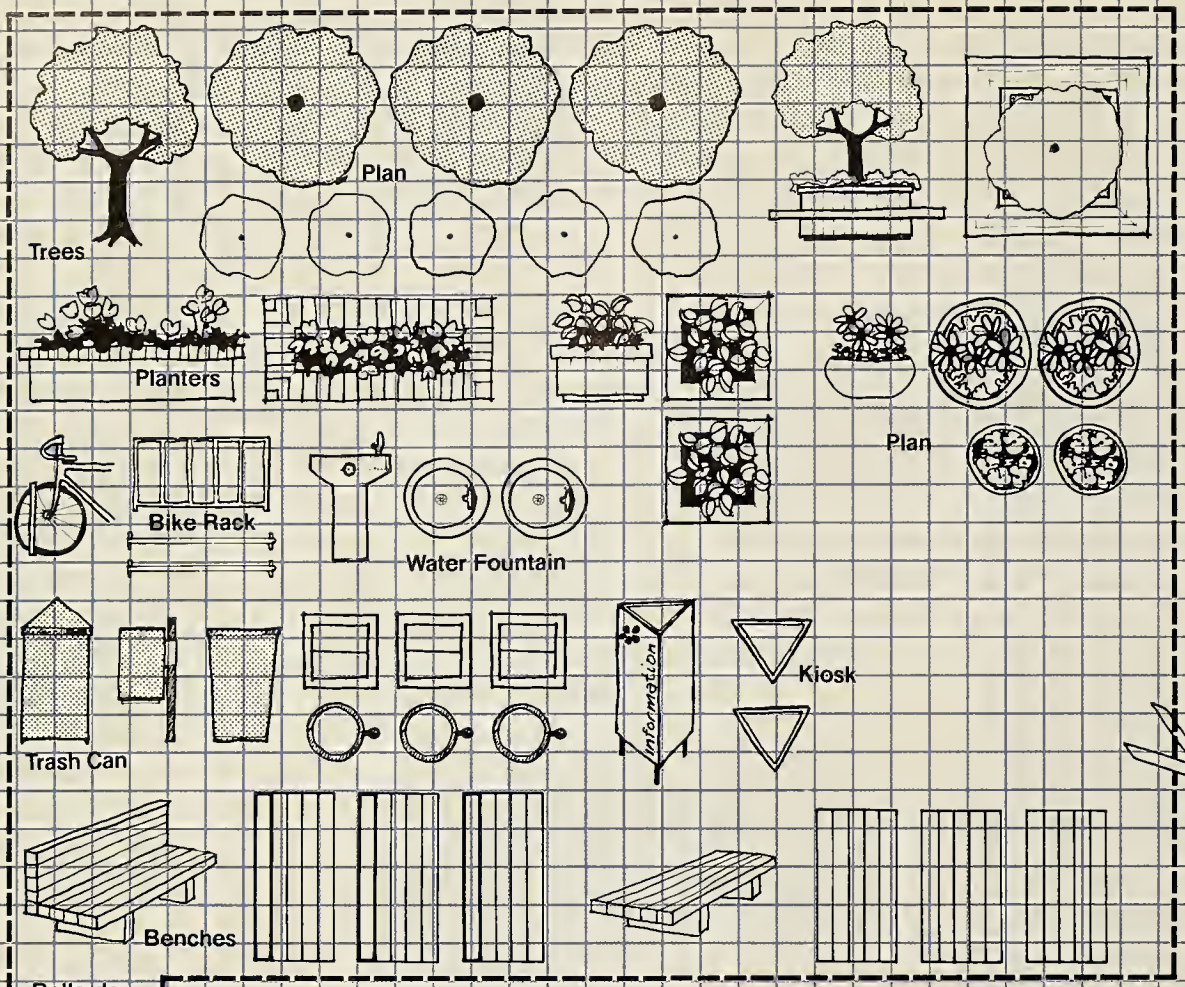
For example, a bench placed only one foot from moving traffic would be both dangerous and unpleasant to sit on. An exposed tot lot on a very windy hill might rarely be used.

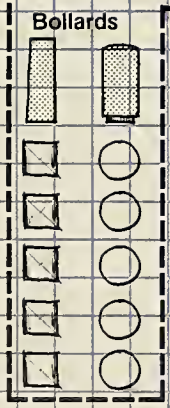
Use

The placement of an element will affect how well it works in the environment and for the people who use it.

A bench, trees and planters may make an active bus-waiting area at a busy shopping intersection. But the same elements on a quiet residential street could be used as a relaxing rest area, or next to a playground.

Placement





Here is a collection of the standard Birthday Gift items available in the Birthday Book Program. We have included accurate height, width and depth dimensions where appropriate. We have also provided a grid which you may use to represent the available area of your site.

Draw the plan of your site on the grid. (You may want to draw in existing trees, plants, curbs, driveways, store or yard fronts, and anything else that may be on or adjacent to your site). Then cut out the Birthday Gift items you are considering and try arranging them on your site plan.

Depending on what your site is to be used for, you will want to consider how much space is needed for certain activities—for example, waiting in line for a bus, entering a store, or walking around a sidewalk bench filled with people.

Try out your own sketch ideas on your neighbors or community group. You might even hold a sidewalk contest for the best site design, to widen community support and publicize your project.

Get together with your neighbors. Combine gifts. Call Boston 200 and we'll help you with planning your site and getting it built.

Try Your Own...

DollarsIdeas

Here are some ideas to help you expand community support and raise additional money for your Birthday Gifts:

- Run a pot-luck supper or bake sale.
- Hold a community car wash.
- Stage a street fair, on your site.
- Host a bingo party.
- Work through your church group.
- Activate your garden club.
- Involve your local neighborhood association.
- Organize a block association.
- Help neighboring merchants pool their resources.
- Get your community newspaper to publicize your ideas.

Program Coordination

Boston 200 maintains a carefully researched and continually updated selection of street furniture ★★★ 1 a catalog of what's available and most appropriate for Boston; 2 items that have been precleared by the necessary agencies and are known to be safe, durable, and easily maintained; 3 the latest prices for each item, from manufacturers who can be relied upon for delivery and installation.

Boston 200 manages all the steps to implementation: 1 arrangements with private contractors and appropriate city agencies to have your site cleared, prepared or surfaced, as necessary; 2 all dealings with the manufacturer for order, delivery and installation of your gift; 3 securing required permits; 4 contracting for installation: digging holes, pouring cement, and putting your gift in place; 5 provision of the know-how to help you, the donor, maintain and care for your gift; 6 arrangement for continuing municipal maintenance and services, such as trash collection, where such services are available.

Boston 200 provides site surveys to advise you on: 1 the appropriateness of your gift to the needs of the area; 2 the safety and effectiveness of your gift on your chosen site; 3 ground preparation and services required before installation.

Boston 200 can coordinate your gift with other funding programs ★★ 1 Matching grants: Boston 200 has limited funds which can be used for specific neighborhood Birthday Book projects on a matching basis; 2 Liberty Plantree, Revival, the Public Garden Fund, and other Bicentennial projects and city programs, which can expand the potential impact of your gift.

We would like to express our appreciation for the generous contributions to the Birthday Book Program given by:

home savings bank

69 Tremont St., Boston, Mass 02108 723-1600

Home Savings Bank
Massachusetts Bicentennial Commission

Our special thanks to the following city agencies for their cooperation in the development and operation in this program:

Boston Redevelopment Authority
Office of Public Service
Parks and Recreation Department
Public Facilities Department
Public Works Department

Program Director, Barbara Wise.

Credits

The Birthday Book has been written, designed and developed by Arrowstreet Inc. and Jan Frankina for Boston 200.

Text by Jan Frankina and Myron Miller.

We would also like to thank Cambridge Seven Associates for the name "Birthday Book."

Design and Photography: Jan Frankina
Typesetting: Typography Etc.
Printing: Charlescraft Press, Inc.

for more copies
of the Birthday Book

PLACE
STAMP
HERE

Order Form

I would like to receive additional information about the Birthday Book Program.

Please send me a free copy of the Birthday Book.

Name _____

Address _____

_____

Telephone Number _____

_____

To:
The Birthday Book

Boston 200,
One Beacon Street,
Boston, Massachusetts
02108

Cut along here